

## Syllabus

### Course description

<b>Course title</b>	International Tourism Management
<b>Course code</b>	30130
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	Winter Semester, 2019/2020
<b>Year</b>	3rd study year
<b>Credits</b>	6
<b>Modular</b>	NO

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2019">https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2019</a>

<b>Specific educational objectives</b>	<p>The course refers to the complementary educational activities and belongs to the scientific area of Business Administration.</p> <p>This course examines the international tourism and leisure market environment and provides students with concepts, models and techniques to analyse economic and non-economic factors necessary to identify and evaluate foreign market opportunities in tourism, including the future of the global travel economy and its broad trends. It applies management and marketing theories with the aim to evaluate complex business problems and formulate strategies for small and medium tourism companies and tourism destinations. Furthermore, this course provides knowledge of: location- specific advantages and their relevance for strategic goals, communicating across cultures and managing cultural diversity, sustainable tourism management in an international context, and destination competitiveness.</p> <p>At the end of the course, students will be able to recognize which resources and factors support organizational performance in international and multicultural contexts, understand problems and perspectives of travel and leisure businesses across national and cultural boundaries and within foreign</p>
--	--

	countries, cope and communicate in intercultural working environments.
<b>Lecturer</b>	Linda Osti, <a href="mailto:Linda.Osti@unibz.it">Linda.Osti@unibz.it</a> , <a href="https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti">https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134">https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134</a>
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Globalisation in tourism</li> <li>• The growth of international tourism</li> <li>• Destination competitiveness</li> <li>• Mass, group and independent travellers</li> <li>• Tourism intermediaries and Web 2.0</li> <li>• Management of tourism in an unstable world</li> <li>• Climate change</li> <li>• Green behaviour</li> <li>• Culture and cultural differences</li> <li>• Authenticity</li> <li>• Ethics in tourism</li> <li>• Niche tourism markets</li> <li>• Sustainable tourism in international context</li> <li>• Destination competitiveness and sustainability</li> </ul>
<b>Teaching format</b>	<p>Frontal lectures with intense interaction.</p> <p>Overall, the course is delivered by means of lectures, case studies analyses and students' presentations. Theoretical issues will be introduced during the lectures, which in turn will constitute the basis for the case studies discussions. The case studies discussions will focus on developing conceptual, managerial and analytical skills through practical activities. There will be ample opportunity to ask questions.</p> <p>Through the Euregio Mobility Programme, the students will visit a South Tyrolean tourism destination and, together with students from the Master in Management of Sustainability and Tourism of the University of Trento, they will apply the theoretical knowledge studied during the frontal lectures to the industry case.</p> <p>In November 2019 and January 2020, students will sit in a class for 6 hours with students from the Master of Trento in a peer-to-peer learning environment.</p>
<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u> Knowledge and understanding of the international tourism and leisure market environment</p>

Knowledge and understanding of concepts, models and techniques to analyse foreign market opportunities in tourism  
 Knowledge and understanding of sustainable tourism management in an international context  
 Knowledge and understanding of current and new formats relevant for international competitiveness in the leisure market

Applying knowledge and understanding:

Ability to apply environmental analysis in the international market

Ability to work and communicate in intercultural working environments

Ability to recognize and apply effective strategies, tools and practices to establish collaboration among cross-cultural and international tourism, travel and leisure organizations

Ability to potentially successful and sustainable formats in international tourism management

Making judgments:

- Acquire the ability to gather and interpret relevant data to forecast change in the global tourism environment and to make judgments for successful strategies
- Making judgments on the competitiveness of tourism destinations and firms in an international dynamic environment
- Have the ability to integrate knowledge and handle complexity for formulating decisions about the impact of global environmental factors on the international tourism market and the market opportunities that may arise.

Communication skills:

- Communication skills to present in a consistent and convincing way the development of competitive and sustainable strategies for tourism firms and destinations
- Communicate information, ideas, problems and solutions related to the identification and exploitation of market opportunities in the international tourism context.

Learning skills:

- Develop learning skills that are necessary for students to continue and undertake further study in the field of international tourism management
- Ability to establish interdisciplinary understanding and links among the heterogeneous required readings

	<p>about international management and tourism in an autonomous and independent way</p> <ul style="list-style-type: none"> <li>• Ability to apply a historical approach to contextualize, interpret and forecast the (future) evolution of the international tourism market.</li> </ul>
--	--

<b>Assessment</b>	<p><b><u>ATTENDING STUDENTS:</u></b>  One presentation in the last week of the semester (30%); final written exam (70%).</p> <p>Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame.</p> <p>The presentation will require students to work in groups in order to: read, understand and critically analyse academic papers related to a topic discussed during the lectures; present their ideas about the impact of the topic on the case study analysed with the students from the Master in Management of Sustainability and Tourism; and suggest strategies for the destination's competitiveness.</p> <p>Beside the presentation, students are required to submit a printed copy of the slides with comments.</p> <p>The written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current international tourism management dilemmas.</p> <p>The final written exam will last <b>90 minutes</b>.</p> <p><b><u>NON-ATTENDING STUDENTS:</u></b>  Final written exam (100%).  The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current international tourism management dilemmas.</p> <p>The final written exam will last <b>120 minutes</b>.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p><b>EVALUATION CRITERIA:</b>  Students will gain marks by providing evidence of:</p>

	<ul style="list-style-type: none"> <li>• Understanding of knowledge and critical skills for identifying the practical implications of theory into an international tourism management context</li> <li>• Ability to apply theoretical concepts in different international tourism business contexts</li> <li>• Critical and analytical skills in understanding and solving international tourism business problems</li> <li>• Innovative and forward thinking</li> <li>• Ability to explain, discuss and synthesise in their own words theoretical concepts.</li> </ul> <p><b><u>ATTENDING STUDENTS:</u></b> The exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p> <p>Points to the presentations will be granted upon the group's ability to explain, discuss and synthesise in own words theoretical concepts and to apply them to the planning of a fictional event.</p> <p><b><u>NON-ATTENDING STUDENTS:</u></b> The exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p>
<p><b>Required readings</b></p>	<p>Academic papers posted online by the professor on Reserve Collection.</p>
<p><b>Supplementary readings</b></p>	<p>Case studies and other academic papers posted online by the professor on Reserve Collection.</p>